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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2673

August 5, 1994

NATIONAL RURAL CONFERENCE -- President Clinton has announced that he will lead a first-ever National Rural Conference on the future of America's rural communities on December 1 in Iowa. The conference will bring together Administration officials, members of Congress and those living and working in rural America for a discussion of farm policy and the challenges facing rural America. The conference will be moderated by the President and will link communities from North Carolina, Illinois, Iowa and California via satellite. Agriculture Secretary Mike Espy will join the President to discuss a wide range of issues, including job creation, business development, education, infrastructure, agriculture, health care and the environment. **Contact: Jim Brownlee (202) 720-2091.**

U.S./CANADA WHEAT TRADE AGREEMENT -- Agriculture Secretary Mike Espy and U.S. Trade Representative Mickey Kantor announced August 2 that the U.S. reached an understanding regarding wheat trade with Canada. The agreement is the result of more than a year of continuous negotiations. Secretary Espy says this agreement will benefit U.S. farmers by providing relief from the large volume of wheat being imported from Canada. The agreement contains three elements: U.S. and Canada have agreed to establish a Joint Commission on Grains; it will specify limitations on imports into the U.S. of Canadian wheat for a period of one year; and it includes a "peace clause" for the next 12 months to assure there will be no additional restrictions or countermeasures, whereby both countries commit not to take action inconsistent with the NAFTA or GATT. **Contact: Tom Amontree (202) 720-4623.**

RUNNING WATER IN RURAL HOMES -- Agriculture Secretary Mike Espy will host a rural water roundtable Wednesday, August 10, at USDA's Jefferson Auditorium in Washington, DC. The roundtable will launch "Water 2000 - A Faucet in Every Home," an Administration initiative to provide clean, drinkable tap water for every rural household by the year 2000. Water quality experts and others around the nation will identify issues and solutions associated with supplying water to rural areas. Morning sessions of the roundtable will be telecast live via satellite from 8:30 - 11:15 a.m. EDT. (Test signal will be available at 7:30 a.m. EDT.) For west coast locations, a taped-delay telecast will begin at 11:30 a.m. (Satellite coordinates: Galaxy 7-K (KU-Band), Transponder 21 Vertical, Downlink frequency 12110 mhz, Audio 6.2/6.8 or Galaxy 6 (C-Band), Transponder 12 Vertical, Downlink frequency 3940 mhz, Audio 6.2/6.8.) **Contact: Jim Brownlee (202) 720-2091.**

BOLL WEEVIL CONTROL -- Boll weevils could face a bleak sex life, if a USDA insect scientist can garble that cotton pest's chemical language of love. USDA's Agricultural Research Service entomologist Joseph Dickens says, the key to sabotaging the pest may be several groups of nerve cells inside tiny hairs on the weevil's nose. It's these cells that detect certain odors that tell boll weevils when a mate or food is nearby. Dickens' goal is to reproduce chemicals in the weevil's sex scent and in certain cotton plant odors to control how the cells "cancel-out" weevil mating and other behaviors. **Contact: Jan Suszkiw (301) 344-2815.**

\$12.2 MILLION LOAN TO RURAL ALZHEIMER'S CENTER -- Agriculture Secretary Mike Espy announced a \$12.2 million community facilities direct and guaranteed loan to the Alzheimer's Disease Alliance of Western Pennsylvania in Robinson Township, PA. The loan, made by the USDA's Rural Development Administration, will enable the Alzheimer's Disease Alliance of Western Pennsylvania to construct a 168-bed care and research center. **Contact: Julie Demeo (202) 720-0622.**

WHEAT ACREAGE REMAINS AT ZERO -- USDA announced August 1 that the previously issued zero-percent acreage reduction program level for the 1995 wheat crop remains the same. Agriculture Secretary is authorized to adjust the 1995 acreage reduction program if wheat levels change significantly. Wheat supplies for 1995 are up about 1 percent, thus no adjustment has been made in the acreage reduction program. **Contact: John Carlin Ryan (202) 720-8207.**

CHANGES TO MILKFAT REQUIREMENTS -- USDA has proposed changes in the regulations governing the manufacture of anhydrous milkfat, allowing butter to be used as an ingredient. USDA's Administrator for Agricultural Marketing Service Lon Hatamiya says the proposed changes will enable domestic manufacturers to compete better with manufacturers from other exporting countries. Current USDA requirements prohibit butter from being used as an ingredient. **Contact: Gil High (202) 720-8998.**

FEE INCREASES FOR GRADING -- USDA proposes to increase service fees for certain grading and inspection services for eggs, poultry, rabbits and egg products. USDA's Administrator for Agricultural Marketing Service Lon Hatamiya says the increases would affect all processors who request grading services. Grading services administered by USDA are made available upon request and paid for by the users. Current fees have been in affect since November 1993. Hatamiya says major factors contributing to the increases are Congressionally mandated salary increases for federal employees. **Contact: Gil High (202) 720-8998.**

EGG RESEARCH AND PROMOTION ORDER -- USDA is amending the Egg Research and Promotion Order to exempt more small-scale egg producers from assessment and to provide research project funding. USDA's Agricultural Marketing Service Administrator Lon Hatamiya says that under these amendments, producers owning 75,000 or fewer laying hens will now be exempt from paying assessments to the American Egg Board. These changes are mandated by recent Congressional amendments to the 1974 Egg Research and Consumer Information Act. **Contact: Alicia L. Ford (202) 720-8998.**

DAIRY SURPLUS ESTIMATES FOR 1995 -- USDA's Commodity Credit Corporation announced that no further reduction in milk prices paid to producers will be necessary in 1995 if current estimates hold throughout the remainder of the year. This announcement is based on the estimate of surplus dairy products to be removed from the commercial market. Since the surplus is less than 7 billion pounds, no additional reduction would be required. **Contact: Bruce Merkle (202) 720-8206.**

EXPORT ENHANCEMENT PROGRAM FOR WHEAT FLOUR -- Under Secretary for International Affairs and Commodity Programs Eugene Moos announced a 400,000-metric ton allocation of wheat flour to Yemen under USDA's Export Enhancement Program. This allocation will boost sales of U.S. wheat flour to Yemen during the 1994/95 international marketing year. Sales of wheat flour will be made to buyers in Yemen through normal commercial channels at competitive world prices. **Contact: Lynn K. Goldsbrough (202) 720-3930.**

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1940 -- Is your vegetable garden everything you hoped it to be? Well, if not, two experts will help identify those summertime lawn and garden problems. (Weekly cassette -- 13-1/2 minute documentary.)

CONSUMER TIME # 1421 -- Insect crime detection and other "bug"-aboos; Catfacing on tomatoes; Youth 4-H camps; Squash vine borer; Pepper plant pests. (Weekly cassette -- 2-1/2 to 3 minute consumer features.)

AGRITAPE FEATURES #1931 -- U.S./Canada wheat deal; Managing corn inputs; Farm numbers still declining; Nutrient management; Wheat Acreage Reduction Program (ARP). (Weekly cassette -- news features.)

UPCOMING ON USDA RADIO NEWSLINE. These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. -- Wednesday, August 11, China outlook; Friday, August 19, cattle on feed; livestock slaughter report; agriculture outlook report; Monday, August 22, livestock, dairy and poultry outlook; U.S. agriculture trade update.

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.8

FROM OUR TELEVISION SERVICE

FEATURES -- **Patrick O'Leary** reports on Smokey Bear's 50th birthday celebration, to be held August 9th in Washington, D.C. A traveling Smokey exhibit opens at USDA the same day.

Patrick O'Leary reports on the "Youth Forest Camps" program, sponsored by the nonprofit National Forest Foundation in cooperation with the USDA Forest Service. The camps give summer jobs to "at-risk" teenagers.

ACTUALITIES -- **James Lyons**, USDA Assistant Secretary for Natural Resources and Environment, talks about Smokey Bear's nationwide birthday observance. **Jack Ward Thomas**, USDA Forest Service Chief, on the ongoing importance of the fire prevention message, and this season's fire fighting efforts. **Mike Espy**, Secretary of Agriculture, and **Mickey Kantor**, U.S. Trade Representative, comment on the agreement between the U.S. and Canada over wheat trade.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.

Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

OFF MIKE

QUICK RESPONSE...was offered to consumer reporter **Asa Arrons** (WNBC-TV, New York) who needed information about E.Coli due to recent outbreaks in New Jersey. Within 30 minutes, our center arranged a live, satellite interview with **Susan Conley**, Director of USDA's Meat & Poultry Hotline, from USDA's TV studio. After a 3:30 p.m interview, we uplinked food safety video features to conclude the 15-minute satellite feed. WNBC-TV included Susan and this footage in their 6:00 p.m. evening newscast. Stations needing food safety video can call us.

MARKETING COORDINATOR...for the National Farm Broadcast Service (NFBS) is the new title for **Randy Rasmussen** (KMA, Shenandoah, IA). NFBS is operated by the National Association of Farm Broadcasters (NAFB). Randy will be handling customer service for existing clients and marketing the service to prospective clients. **Tom Beavers** will move up to KMA's farm director position, and **Tom Brand**, formerly of Brownfield Network (Jefferson City, MO), is Beavers' new assistant.

RICE HARVEST...is starting and corn, soybean and cotton crops are looking good in Louisiana reports **Don Molino** (Louisiana Agri-News Network, Baton Rouge, LA). Don reports agricultural news for about an hour each day. His first report is at 5 a.m., and his final one is at 4:35 p.m.

PRESIDENT-ELECT...**Joe Cornely** (WRFD, Columbus, OH) of the National Association of Farm Broadcasters is busy with final details for their national meeting in Kansas City, MO, November 9-13. As the next NAFB President, Joe's been on the road attending all regional meetings

NEW NETWORK...covering agriculture in Florida and southeast U.S. is under development by **Gary Cooper** and **Robin Loftin**. Plans are to be "on-the-air" the first week of September. They're building new offices and studios in Kenansville, FL -- central to Florida's citrus, vegetable and cattle industries.

Larry A. Quinn

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Video, Teleconference and Radio Center



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